

# The Next Great Step in Advertising

**Elimination of waste—the most important present-day development in business.**

Business men are learning the importance of counting costs. When we say nowadays that a business is scientifically conducted, we mean that instead of guess-work exact knowledge is applied.

If it is necessary to know exactly every unit of manufacturing cost, isn't it just as important to know exactly the cost of marketing—and every unit that enters into that cost?

Now, the biggest part of an advertising appropriation goes to buy space. This space is just so much raw material. An exact knowledge of that raw material is necessary in order to determine its value to you. Why not take the trouble to analyze it as you would analyze any other cost in your business?

And yet advertisers—many of them shrewd, successful business men—annually waste millions of dollars, because they will not submit their purchase of advertising space to the same scientific analysis that they apply to the rest of their business.

Advertising isn't really so mysterious a business. It may require an expert to write your copy, but who knows better than yourself just what people you want to have read it?

Why should an advertiser allow pride, precedent or prejudice to dictate his advertising expenditure? Why will he painstakingly investigate every scheme for effecting manufacturing economies, however trivial, and yet decide a big advertising campaign with a wave of his hand? Why shouldn't you know as much about your advertising as you know about your plant or your product?

**Through The Monthly Style Book you can now for the first time do magazine advertising by zones—commercial zones—paying only for that portion of the circulation which you want.**



Commencing with the January 1912 issue, The Monthly Style Book will sell its circulation by zones.

If for any reason you cannot use profitably the entire edition of 2,000,000 that is distributed throughout the United States, you may select one or more of the six Commercial Zones shown on this map, thereby eliminating all circulation that is beyond your reach.

These six zone editions of The Monthly Style Book will be identical in every particular, excepting the pages devoted to individual zone advertising.

**Zone Advertising in The Monthly Style Book is just what you need:**

- 1st—If you have a limited territorial distribution, so that national advertising represents too large a circulation waste;
- 2nd—If you have an uneven distribution and wish to bolster up your weak spots;
- 3rd—If peculiar trade conditions make it advisable to wage a special campaign in one section of the country;
- 4th—If you have never used The Monthly Style Book and want to give it a fair test at small cost;
- 5th—If you have never advertised and want to start right—by zone units.

**Talk this over with your advertising agent. See how Zone Advertising fits your own sales plan. A postal will bring you "The Next Great Step in Advertising," explaining our zone plan in detail and showing the zone map in full colors.**

## THE MONTHLY STYLE BOOK

THE HOME PATTERN COMPANY, Publishers

Theron McCampbell  
President

Condé Nast  
Vice Pres.

Francis L. Wurzburg  
Manager Advertising Department

443 Fourth Avenue  
Corner 30th Street, New York

**Show this zone map to your sales-manager.**

Ask him to prepare for you a statement of sales based on the lines of these commercial zones.

Each of the six zones suggests its own peculiar problems and sales-possibilities. Would it not be interesting to know how much you sell in each zone, as well as the comparative cost of selling?

The sales-record will determine your weakness by zones, as well as your strength. It will show you where to make changes and where to add. It will show you also where to advertise.

It will show what zone is most responsive, and therefore, what zone circulation is worth most—to you. At the same time it will show what circulation is beyond your reach and for that reason of little or no value—to you.

Now, supposing you had before you circulation statements of all the magazines on your list, grouped according to these six zones. (Practically all publishers will now quote their circulation by states. To group them by zones is but the work of a minute.) Would not a comparison of your zone sales with their zone circulation figures enable you to measure accurately the value of these publications?

If you can afford to pay 50c. per 100,000—the standard of magazine value—for circulation which is half waste, then you could afford to pay twice as much for circulation which is all within your zone of profitable distribution.

Now, the zone edition of The Monthly Style Book enables you for the first time to select your own circulation. And its advertising rate is not \$1.00 a line per 100,000, nor 75c., nor even 50c. We have limited space to sell in each zone, and it will be sold under reasonable restrictions, but the opening rate is based on an average of only 40c. a line per 100,000 circulation.

### FRENCH FAMILY'S VIEW OF US

#### THE VICOMTESSE DE FLERS EXPRESSES IT.

We are so large, so wide, so altogether different—she, the Vicomtesse and the children enjoyed everything from Montreal and Vancouver to New York.

Vicomtesse de Flers had seen many Americans from their big houses in the Place de l'Étoile which some persons who go to Paris know as the place where the taxi describes a perilous curve around the Arc de Triomphe when you are on the way to the Ardenneville, and the Vicomtesse and Vicomtesse had met many Americans who live in the French capital or who go every year over there for a season. For years they had entertained the idea of paying a visit to this country and Canada, but never had they been able to make up their minds to traverse the sea.

But then Mme. la Vicomtesse had the big birthday tournament at her "hotel" in May and in attendance were many really well known Americans. "You must really come over and see our country," they urged. Then Comte Amadeus and Comte Marcel, the two sons of M. le Vicomte and Mme. la Vicomtesse, are engineers by profession and they urged a family voyage of discovery, for they had the desire to see some of the great industrial works over here, feeling that it would be of benefit to them. Baron de Grancey and the Baronne, daughter of Mme. la Vicomtesse, were also anxious to see America, and then there were relatives and friends who had gone from the old France to the new and were now in western Canada growing up with the country. And, finally, it was arranged and on a steamer leaving Liverpool for Montreal early in July behind all these named with the addition of Mlle. de Flers, the other daughter, who is still a schoolgirl, embarked for the shortest possible voyage across the Atlantic.

Would Mme. la Vicomtesse have the goodness to tell about her trip? Well, madame was not accustomed to being interviewed. But then, if one thought it might be of interest, then certainly madame would be happy to answer questions. And so madame, a handsome woman with gray hair, seated herself on a sofa at the St. Regis yesterday and admitted to the ordeal.

"I suppose," said the Vicomtesse with a smile, "we have really seen more of America than lots of Americans. I judge from what we were told at Newport, where several ladies said they had never been to Chicago. We have

covered a great deal of ground and we are very glad we came. I should like to come again.

"Of course we saw Montreal and Quebec and then stopped at several towns in Canada on our way to Vancouver. At Calgary, where some of our friends, young men, are living, we were much interested in the Rocky Mountains. There we saw real live Indians there. Calgary was very interesting, because it was such an absolutely new city. We would walk in the streets with high buildings on both sides and then suddenly we would be in unimproved country."

"We visited Victoria as well as Vancouver. There is such a great contrast between the two cities, though they are so near together. Victoria is English and the people of Vancouver seemed quite of a different origin."

"Seattle was the first city of the United States we saw and it was tremendously interesting for one reason, because it was growing so fast. Yes we visited San Francisco. It was interesting in some respects but not to such an extent as Seattle. It was not a typical place. Then in Seattle we knew people, who took us on a motor trip. We were three days in San Francisco, and then went direct to Ogden and then to the Yellowstone Park. Next we visited Salt Lake City. My boys were very much interested by a visit to some copper mines and in a new process shown them of reducing ore. We saw the Mormon Tabernacle and heard the marvelous organ. For ten minutes while it was playing we thought the sound was that of a human voice. No, I did not meet any Mormon women, though I did meet some Mormon men."

"Yes, we stopped in Chicago. What do I think of it? Well, I prefer New York. Chicago is too noisy. I went through the Armour establishment. Do you know, people out there look different from people in the East. But one sees a difference in the people of every city we visited. There is no one city that looks like another. Out in the West they seem to be more busy than men appear to be in the East. Perhaps men are just as busy here, but they do not make so much noise about it. We had interesting trips from Chicago to Gary and Pullman."

"Coming back we went first to Boston and then motored up along the coast to Manchester-by-the-Sea, where we saw some of the members of the French Embassy. Boston contains many fine residences. After our stay in Boston we went to Newport, where we knew lots of people and were received amiably. We found Newport delightful. About the only French watering place with which one might compare it is Dinard, but Newport is much prettier. There were not so many society people who own their homes at Dinard. The gardens at Newport are wonderful and so well kept up."

"And what was the main impression made by your travels?"

"We found everything so very large, so wide and so altogether different. It would be hard to compare things in France with those over here and say this is like this, or that is like that. The country,

its people, its ideas are different from ours. It is another world."

"At the beginning we had all sorts of difficulties because we did not understand the way of traveling over here. We not only lost trunks and bags from our luggage, but we lost towns from our itinerary and could not seem to find them. But we now have grown accustomed to traveling over here. Our maid and valet of course have been seriously handicapped by not knowing any English, but now things arrive all right for them. My maid does speak a little German and in Chicago she had no difficulty in making her wants known. I heard as much German in Chicago as English."

"The Vicomtesse said that her family expected to see something of New York and the country adjacent before sailing for Cherbourg on Saturday on the Oceanic."

### GOT SISTER WITHOUT WRIT.

Found Her in the House of the Good Shepherd, Which Let Her Go.

John McCue, 21 years old, of 1221 Southern Boulevard, had found his seventeen-year-old sister Mary after a search of five years. Yesterday on the return of a writ of habeas corpus his lawyer, Bernard H. Sandler, was informed that the House of the Good Shepherd, which had been directed to produce the girl before Supreme Court Justice Cavanagh, had discharged her.

In his application for the writ young McCue said that his mother and father died eight years ago, leaving himself his sister Mary and another sister, Louise, 13 years old. They went to live with their aunt, Mrs. Ellen McCue, of 414 West Fifty-seventh street, who was appointed their guardian, but his aunt took a dislike to Mary and sent her to the convent of the Dominican Sisters at Monticello. He lost track of her in 1906 and has been looking high and low for her until recently, he said, when he found that she had been sent to the House of the Good Shepherd five years ago because she had a temper. He wanted to get her out to take her to live with his grandmother and another aunt, Miss Ellen Gordon, 11 years ago. They went to live with their aunt, Mrs. Sandler said he was informed over the telephone yesterday morning that the girl would not be brought to court. He replied that he would have to move to put her some one for contempt, and then he was notified that the girl had been discharged and gone home to the aunt who had sent her to the House of the Good Shepherd. McCue heard this in the charge of bomb carrying. His counsel, John Cardone, made an unsuccessful effort to have the bail reduced from \$10,000 to \$2,000. At the request of Assistant District Attorney Wasservogel the case was placed on the preferred calendar and it will probably be tried next Monday.

### Bomb Carrier Pleads Not Guilty.

Giuseppe Costabile, the Italian who is thought to know a good deal about the recent bomb outrages, pleaded not guilty before Judge Foster yesterday to the charge of bomb carrying. His counsel, John Cardone, made an unsuccessful effort to have the bail reduced from \$10,000 to \$2,000. At the request of Assistant District Attorney Wasservogel the case was placed on the preferred calendar and it will probably be tried next Monday.

### HOW TEXAS WAS KEPT WET

#### ALEX. POPE OF DALLAS TELLS OF THE BATTLE.

Fight Was Made for Local Option, but Votes of Anti-Bailey Men for Prohibition and Other Factors Made the Victory of the Wets a Narrow One.

Just how Texas avoided a constitutional drought at the recent election and just why its escape therefrom was so narrow was told yesterday at the Waldorf by Alex. Pope, a lawyer of Dallas, who took an active part in the campaign. In confidence Mr. Pope will admit that his first name is really just the same as that of the member of the family who wrote verse, but he never uses the whole of it. The present Mr. Pope acted as one of the lieutenants of Col. J. F. Wolters, who was chairman of the executive committee of the anti-prohibition organization.

"Texas is a big State, and it is a long way from north Texas to south Texas," said Mr. Pope. "All the latter was anti-prohibition territory. It is thickly settled with a German population, which does not know the meaning of prohibition. North Texas on the other hand is the seat of the great population of the State. It contains most of the bigger towns, but it is also the richest farming country and has been pretty much for prohibition. We had a local option law which made units of counties or subdivisions of counties, and north Texas, with the exception of larger towns, has been practically dry."

"Col. Wolters lives in south Texas, but realizing that the battleground was going to be in the north he came to Dallas and established headquarters. The anti-prohibition movement, by the way, was organized three years ago and the organization perfected at a convention."

"Ours was a campaign of education altogether. A great deal of literature was issued which was meant to show the difference between Statewide prohibition and local option. It was our contention that the latter was the correct principle. Some of us might not have voted for it had there been an alternative, but in contending that prohibition was wrong we pointed out that it was not just that one county should tell another what it should or should not do, and that certainly it was not right that north Texas by virtue of its voting strength should say to south Texas: 'You must not sell liquor.'"

"Col. Wolters' instructions were to refrain absolutely from personalities, bitterness and abuse in the campaign. There was to be no controversy. The campaign was to be pitched on the high-

est plane possible. With us it was not a question of the sale or non-sale of intoxicating liquors. It was simply that we stood for a method of regulation which would prevent the illegal sale of alcoholic beverages. The line of argument followed by our speakers tended to show that local option had been a great success in Texas. In those counties where the majority did not want intoxicating liquors sold they elected officers to enforce the law of practical prohibition. On the other hand counties which legalized the sale of liquors elected officials to enforce the regulation of the traffic, and they too got along all right. By comparison we found that in the wet counties there were fewer crimes, fewer arrests for drunkenness or for other violations of the law than in some others where the sale of intoxicating liquors was prohibited."

"In Comal county, in which New Braunfels, between San Antonio and Austin, is the largest town, the vote was overwhelmingly anti-prohibition, standing 1,468 to 28. Yet in Comal county it is almost impossible to get anybody to sell the stuff, yet other counties where the fact that the people are so law abiding and peaceable that the officials cannot make anything out of their jobs, and they do say there that the hinges on the door of the local jail have rusted off from disuse. In any local option county violations of the local option law, burglaries and murders have never become numerous, yet other counties with records not approaching these sought to make the others do away with local option. What evils existed in the State as we saw them were not due to liquor, but lay with the men and the way liquor was used. We simply contended for local self-government."

"But I rather think we shall have another fight in Texas along similar lines. The Legislature will never pass statutory prohibition, but it might submit a constitutional amendment to the people. I do not think we will try again either the ten mile law, of no saloons within ten miles of a school or church, or an original package law. But if a prohibition amendment comes up I believe we shall defeat it again. One reason for the small majority anti-prohibition got this time was that those who opposed statewide prohibition did not realize that there were so many people in the State who were in favor of it. They thought we should get 50 per cent majority. I venture to say that 4,000 opposers of prohibition who would otherwise have come home and voted were outside of the State."

"Senator Bailey was opposed to Statewide prohibition, and almost all the anti-Bailey men in Texas, without regard to the principle involved, voted for prohibition purely to take a slap at Senator Bailey. I am not saying this on my own authority but on that of one of our county chairmen. He was both anti-prohibition and anti-Bailey, but he told me that most anti-Bailey men had voted for prohibition for the reason I have given."

"All the gamblers and riffraff also voted for prohibition, the gamblers because they were sore at having been put out of business and because racing had been

stopped, and the riffraff because under prohibition there seems to be more chance for the illegal sale of liquors. In Dallas, which has a voting strength of 21,000, about 17,000 votes were polled, and we got only a small majority—in the neighborhood of 1,200 instead of the 5,000 we ought to have had. Dallas is in an anti-Bailey county. There were many who voted for prohibition who have made money out of running blind tigers and bootlegging."

**CHOKED BY INSANE SON.**  
Escaped Lunatic Comes Home and Attacks His Mother and Sister.

The screams of women took Policeman O'Donnell of the Stagg street station, Williamsburg, to a dwelling at 58 Morgan avenue early yesterday morning. He found Mrs. Anna Kratzer, aged 76, and her daughter, Mary, being choked by the insane son of the former, George Kratzer, aged 26, who escaped on Monday from the insane asylum at Central Islip, L. I.

Kratzer had been looked upon as a dangerous lunatic. For nine years he was confined in the State asylum at Kings Park, L. I., from where he escaped on January 15, 1909. When he was recaptured in Williamsburg a week later he nearly killed a policeman. He was then transferred to Central Islip. His escape from there on Monday was soon discovered and an immediate search was started, but no trace of him was had. The police were also notified.

Kratzer entered his mother's home unexpectedly through a rear window just before daybreak yesterday. He was thought to be a burglar at first, and Mrs. Kratzer, who was awakened by a noise, called her daughter. As the two women got out of bed and screamed they discovered who the intruder was. Kratzer attacked them savagely and he was choking them when Policeman O'Donnell appeared. The policeman was obliged to use force in quieting the lunatic.

Kratzer was tied with rope and taken to the Stagg street police station. When he was arraigned in the Manhattan avenue police court he became violent again.

Have you Neuralgia's racking pain Or Rheumatism's equal ban? Have you a skin eruption or sore, Or Ringworm, rash or any more Of these afflictions? Then get relief as quick as lightning. Try the Great and Only Dry Poultice on the Skin at 200 Degrees. Does Not Burn ONE HALF POUND CAN. SEE THERMO-CHEMICALS CO. 27 Pine St., New York.

and it took four policemen to hold him down. Magistrate Nimmer committed him until he can be transferred back to the asylum.

**D. A. SULLIVAN'S HOME ROBBED.**  
Automobile Burglars' Work in Brooklyn

E. F. Distler Also a Victim.  
The home of David A. Sullivan, who is under indictment on charges growing out of his presidency of the old Mechanics and Traders Bank, was robbed yesterday of about \$1,000 worth of jewelry, silverware and cut glass by thieves who entered the place in the absence of family and servants. Mrs. Sullivan, owner of the property, came in yesterday from her country residence on Long Island to lodge a complaint with the police. The house, a detached affair, is situated at 178 Lenox road, Brooklyn.

It is believed that the burglary was committed by two men who have been raiding about Flatbush in an automobile. A neighbor saw two men leaving the place in an automobile and paid little attention to them because they traveled in such style. At the time of the visit there was no one at home, according to Mrs. Sullivan, and she can think of no friends who fit the description of the visitors.

Another burglary occurred on Sunday night at 400 Waverly street, the home of Ernest F. Distler, president of the Mechanics and Traders Bank. The thieves got away with about \$5,000 worth of goods. As in the other case, they waited until the house was empty before entering it.

The Very Best Drink When You're Tired  
is Clear, Pure, Snappy

**Imperial Beer**  
Gold Label  
Bottled only by the  
Beadleston & Weert  
New York.  
Order from any dealer.  
It is Soothing, Refreshing and Mildly Exhilarating!